

## Faculty Profile

**Name:** Koti Vinod Babu  
**Designation:** Senior Faculty Associate  
**Teaching Areas:** Marketing & Business Strategy  
**Research interest:** Influencer Marketing  
Consumer Behavior  
Digital Marketing  
**Education:** PhD (Pursuing) ICFAI University, Jharkhand  
MBA, Andhra University, Visakhapatnam  
B.com (Hons), Loyola Academy, Secunderabad  
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### Research/Selected Publications:

1. Prasad, V.N. and Koti, V.B. (2023), "*Melanie Perkins: poised to redesign Canva from tech unicorn to tech giant?*" <https://doi.org/10.1108/TCJ-04-2023-0069>
2. Koti Vinod Babu and Bhagbath Barik, "*Role of Influencer Marketing in Revitalizing a Traditional Heritage Hotel for Modern Tourism in Asia Pacific*" Teaching Case Studies for Tourism & Hospitality in Asia and The Pacific – With Cartoon Illustrations, '*Perspective of Asian Tourism*' by Springer, ISBN 978-981-97-6046-6.
3. Vinod Babu, Koti, and Prasad, V. Namratha, "*Amazon Web Services' Efforts toward Green Computing,*" Case Folio: The IUP Journal of Management Case Studies, June 2021.
4. Vinod Babu, Koti and Prasad, V. Namratha, "*India's Kalyan Jewellers: Winning with a Hyperlocal Strategy,*" Case Folio: The IUP Journal of Management Case Studies, December 2019.
5. Vinod Babu Koti, Debapratim Purkayastha, "*Big Data Strategy of Procter & Gamble: Turning Big Data into Big Value,*" The Case Centre, Reference no. 917-0009-1.